

CLAIMS:

1. An information service system in which information is collected, on a predetermined network, from individual persons who watch media programs and points are awarded to the individual persons in accordance with the collected information, comprising:

at least one of an interest information generating portion and an interest information input portion, said interest information generating portion being designed so that individual audience result information generated as results of media programs watched by said individual persons is inputted in information supply terminals existing on said network and individual interest information is generated on the basis of said individual audience result information, said interest information input portion being designed so that said individual interest information generated as said results of media programs watched by said individual persons is inputted in said information supply terminals;

a file managing portion for managing a file of at least said individual interest information; and

a first point-awarding portion for awarding a predetermined point/points to each of said individual persons correspondingly to supply of said individual audience result information or supply of said individual interest information from said individual person.

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2. An information service system according to Claim 1, further comprising:

a browse request responding portion for allowing browse of said file in response to a browse request made by each of information-using terminals existing on said network; and

a charging information generation portion for generating charging information for each of information users browsing said file.

3. An information service system according to Claim 1, further comprising:

a personal data input portion for receiving, as personal data, information about a media program/programs watched by each of said individual persons, from corresponding one of said information supply terminals; and

a second point-awarding portion for awarding a predetermined point/points to said individual person in accordance with contents of said received personal data.

4. An information service system according to Claim 1, further comprising a media program category storage portion for storing a category of each media program in association with said media program, wherein said individual interest information is generated by retrieving said media program category storage portion on the basis of said individual audience result information.

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5. An information service system according to Claim 1, further comprising an audience result information aggregating portion for aggregating said inputted individual audience result information.
6. An information service system according to Claim 2, further comprising an information output portion for supplying said information-using terminals existing on said network with at least one of said inputted information and information derived from said inputted information.
7. An information service system according to Claim 2, further comprising a third point-awarding portion for awarding a predetermined point/points to each of said individual persons in accordance with a point-award instruction from each of said information-using terminals.
8. An information service system according to Claim 1, wherein said system has a configuration so that the point award is performed electronically on said network.
9. An information service system according to Claim 2, further comprising:
- a distribution information input portion for receiving, from each of said information-using terminals, distribution information produced by corresponding one of said information users for a purpose of distributing said distribution information to said individual persons;

a distribution destination list input portion for receiving, from said information-using terminal, a distribution destination list of said distribution information produced by said corresponding information user on the basis of at least said individual interest information; and

a distribution portion for distributing said distribution information on the basis of said distribution destination list.

10. An information supply terminal for use in an information service system in which information is collected, on a predetermined network, from individual persons who watch media programs and points are awarded to the individual persons in accordance with the collected information, said information supply terminal comprising:

an individual identification portion for identifying an individual person;

a channel selection information input portion for inputting channel selection information through a media program receiver by which said individual person can watch a desired media program voluntarily when said individual person selects a channel;

an audience result information generating portion for generating individual audience result information on the basis of an individual identification result and said channel selection information;

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an interesting information generating portion for generating individual interest information on the basis of said individual audience result information; and

an information transmission portion for transmitting at least one of said individual audience result information and said individual interest information to said information service system.

11. An information supply terminal according to Claim 10, in which said interest information generating portion generates said individual interest information, on the basis of said individual audience result information, by searching a media program category storage portion in which a category of said media program is stored in association with said media program.

12. An information supply terminal according to Claim 10, in which said interest information generating portion includes:

a text input portion for inputting a text of said media program;

a context comprehension portion for performing context comprehension of said text; and

an interest information extracting portion for extracting interest information on the basis of said context comprehension;

whereby said interest information generating portion generates said individual interest information.

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13. An information supply terminal according to Claim 10, in which said interest information generating portion includes:

a voice input portion for inputting a voice of said media program;

a textualization portion for textualizing said inputted voice as a text;

a context comprehension portion for performing context comprehension of said text; and

an interest information extracting portion for extracting interest information on the basis of said context comprehension;

whereby said interest information generating portion generates said individual interest information.

14. An information supply terminal according to Claim 10, further comprising a signal conversion portion for converting said individual interest information into a signal which can be displayed on a monitor of said media program receiver.

15. An information supply terminal according to Claim 10, further comprising a point receiving portion for receiving a point/points when said point/points are awarded on said network.

16. An information supply terminal according to Claim 10, in which said information supply terminal is integrally configured with a television set which serves as said media program receiver, a personal computer, or a mobile apparatus.

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17. An information supply terminal for use in an information service system in which information is collected, on a predetermined network, from individual persons who watch media programs and points are awarded to the individual persons in accordance with the collected information, said information supply terminal comprising:

an individual identification portion for identifying an individual person;

a voice data input portion for inputting at least voice data in a media program receiver by which a desired media program can be watched voluntarily if said individual person selects a channel;

a context comprehension portion for performing context comprehension of said voice data;

an interest information extracting portion for extracting interest information on the basis of said context comprehension;

an individual interest information generating portion for generating individual interest information on the basis of a individual identification result and said interest information; and

an information transmission portion for transmitting said individual interest information to said information service system.

18. An information service method comprising the steps of:

collecting, from individual persons who watch

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an audience result information generating portion for generating individual audience result information on the basis of an individual identification result and said channel selection

information;

an interest information generating portion
for generating individual interest information on the
basis of said individual audience result information;
and

an information transmission portion for
transmitting at least one of said individual audience
result information and said individual interest
information to an information collecting server
provided in said information service system.

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